

**Subject:** Re: Proposal  
**From:** Michael Lamb <Michael@downtownnews.com>  
**Date:** 05/30/2017 10:16 AM  
**To:** Michael Filson <mfilson@downtownla.com>

Ok great, I will put it together for you

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct  
213-453-3548 Mobile  
[michael@ladowntownnews.com](mailto:michael@ladowntownnews.com)

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On May 30, 2017, at 10:04 AM, Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

Michael,

Hope you had a great weekend! Always tough coming back to work on a Tuesday.. J  
So, we've done a lot of thinking and discussing on our office, and here's what we would like to do.

**DOG DAY:**

Keep as is on the proposal

**SUMMER IN THE CITY:**

We are refocusing a lot of our budget to online, targeted digital ads that we will be doing.

I will not be running any ads in the Downtown News for summer.

Our focus this year is to attract outside Downtowners to come and experience what we have to offer

I would like to run ½ page ads in the Argonaut and Pasadena.

- Ads to start July 10
- Run 5 weeks till August 7

Please send updated proposal so I can approve budget.

Thanks!

Mike Filson

DCBID

Community Relations Manager

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]

**Sent:** Friday, May 26, 2017 9:22 AM

**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>

**Subject:** Re: Proposal

Hi Michael

Checking back to see if you have confirmation.

If I don't hear from you, have a great Memorial Day Weekend.

Michael Lamb

Account Executive

Los Angeles Downtown News

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Los Angeles, CA 90026

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On May 24, 2017, at 9:14 AM, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

I have a meeting with Henna at 4pm today and will it all confirmed then.

Mike Filson  
DCBID  
Community Relations Manager

---

**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Wednesday, May 24, 2017 9:03 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hi Michael

Can you let me know today if you are adding to the proposal?  
Thanks

Michael Lamb  
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On May 23, 2017, at 10:39 AM, Michael Filson  
<[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

Great! Send me the proposal so I can see it.

For Dog Day, you'll have a 6' table. Please send me your logo for the website and print.

Mike Filson  
DCBID  
Community Relations Manager

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**From:** Michael Lamb [<mailto:Michael@ladowntownnews.com>]  
**Sent:** Tuesday, May 23, 2017 10:41 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hey  
Yes, it adds up to \$7340 from what you sent.  
You may also want to reserve in the Best of Downtown issue on July 24.

It has special rates. Very competitive. Just got them.

Also, send me the items we get for the Dog Day event so I can get that planned as well.

I think it is just a table and maybe you need our logo for signage?

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On May 23, 2017, at 10:32 AM, Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

I wasn't sure how much the new proposal would total so I would like to see it and maybe there is some room to add.

I believe Open House is moving forward. I'm not too involved with that. I'll let her know you are

reaching out to her.

Mike Filson  
DCBID  
Community Relations Manager

---

**From:** Michael Lamb  
[<mailto:Michael@downtownnews.com>]  
**Sent:** Tuesday, May 23, 2017 10:34 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hey  
You did a big scale back. \$3500?  
I will reserve the space you requested.

Haven't heard from Henna about the Open House.  
Is that project still moving forward?

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On May 23, 2017, at 9:23 AM, Michael  
Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

Michael,

I've attached our updated proposal for  
Dog Day and Summer. I had to scale  
back some on your end as we are  
spending more on our digital  
advertising this year.  
Any questions, please let me know.

Mike Filson  
DCBID  
Community Relations Manager

---

**From:** Michael Lamb  
[<mailto:Michael@downtownnews.com>]  
**Sent:** Friday, May 19, 2017 11:19 AM  
**To:** Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hey Michael

FYI - I leave early today and back Tuesday.  
So if there are no changes to the proposal just  
let me know.  
Otherwise, I can work on it again next week.

Have a nice weekend.

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On May 16, 2017, at 2:01 PM,  
Michael Filson  
<[MFilson@downtownla.com](mailto:MFilson@downtownla.com)>  
wrote:

Go ahead and let them have  
the front page strip. I won't  
be able to get an answer till  
tomorrow, hopefully.

Mike Filson  
DCBID  
Community Relations  
Manager

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**From:** Michael Lamb  
[<mailto:Michael@downtownnews.com>]



**Sent:** Tuesday, May 16, 2017  
1:54 PM  
**To:** Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Proposal

Hey Michael

Good seeing you yesterday.

Don't mean to push, but the front page strip was a part of my proposal for 6/12.

If you can confirm all today, then it's yours. Otherwise, my sales associate as someone else who wants it and

I would have to bump you to the following week.

Let me know.

Best

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Account Executive  
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